

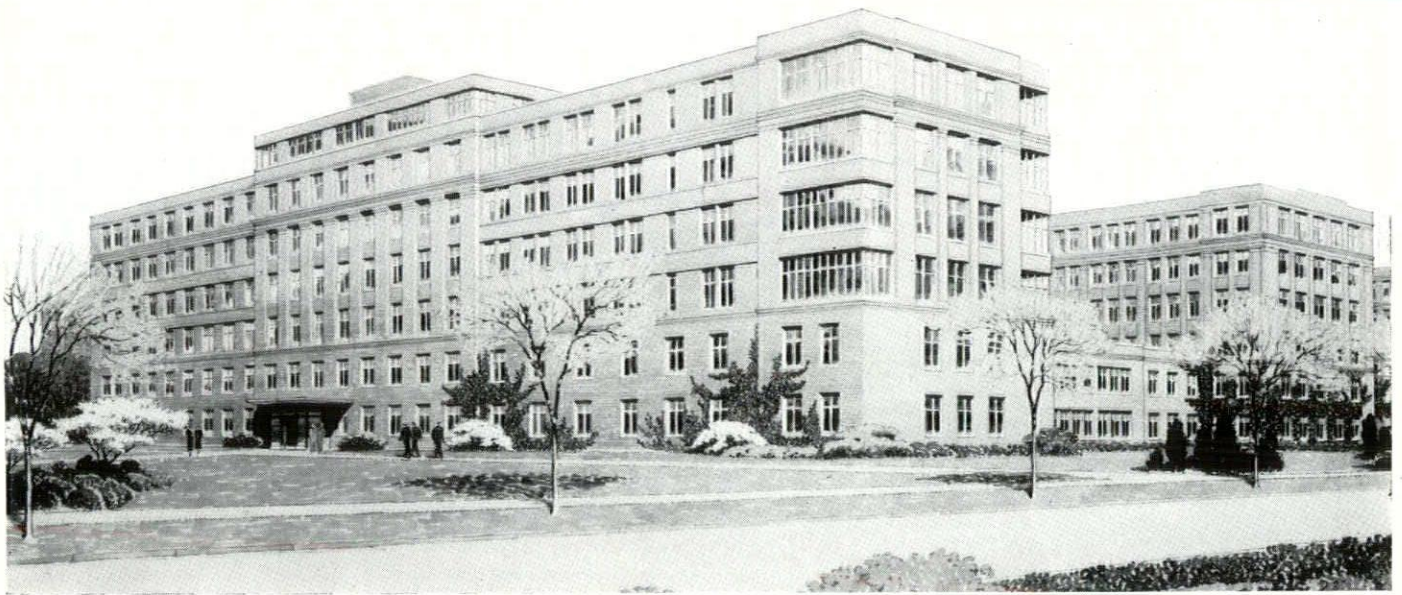
Empire State

ARCHITECT



JULY-AUGUST 1942
VOLUME 11 NUMBER 4

PUBLIC RELATIONS IN WARTIME
TO THE MEMBERS
AMONG THE CONSTITUENTS
UNIVERSITY PLAZA
CAMOUFLAGE
MOVING?



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PUBLIC RELATIONS IN WARTIME

The conduct of public relations activities by the profession of architecture is ever necessary in peace or in war but is easily neglected in both. Architects have suffered in peacetime from their failure to conduct group campaigns of public education. They are suffering today in war from that same failure.

The best public relations work architects can do in these times is to pitch in and do a bang-up job on whatever war activity they may be engaged in. The War has routed people out of their accustomed orbits. They are drawn into the military service of Army or Navy, they are drawn into the technical services of Government, they are drawn into War industry, they are drawn into many places unfamiliar to them in ordinary times. Every architect is thus being thrown into contact with a number of people he would not have met otherwise. They know him to be an architect. He has a wonderful opportunity to demonstrate to them what an architect can do. He can win their respect for his orderly, efficient thinking, his broad understanding and ability to coordinate, and his practical knowledge of how to get things done expeditiously. Or he can fail to do these things. Whatever sort of performance he puts on will be observed by his non-technical associates. To them he is representing the profession of architecture. Many of them will get from him their first and only impression of what manner of man is this architect.

Those of the profession who are not drawn into war activity have likewise an opportunity which, if grasped now, can lead to beneficial results in future. Theirs is the duty of taking a more active part in civic affairs. Besides serving on community committees concerned with civil protection, salvage campaigns, war bond sales, etc., they can first prepare themselves and then take part in planning for community improvement in the post-war period.

The architect has a head start on most other people concerned with community planning. He has the right habits of thought to analyze problems and develop solutions. He needs, however, to study planning in a broader sense than has hitherto been his concern. If circumstances do not permit him to take formal courses in planning, he can at least secure the basic literature on the subject and study by himself or with a group of like-minded colleagues. He can get together with members of other professional groups in his community—bankers, lawyers, real estate men, engineers, economists,—and can be the leader perhaps in collaborative studies for a program of civic development.

Time spent on such efforts will not be wasted. The handwriting is on the wall, and presuming, as we must, that we will win the War, there will be forthcoming at its close a great era of reconstruction and improvement.

Architects who singly or in groups engage in such activities will be putting themselves and their profession on the map in a most favorable light. This sort of public relations is worth many times what can be done through any sort of advertising campaign.

KENNETH REID.

August 3, 1942.

TO THE MEMBERS

STATE CONVENTION POSTPONED. Pursuant to the published requests of Defense Transportation Director Eastman, your directors have voted to postpone the 1942 convention until more propitious times, when Buffalo will be your host. Telegrams to Mr. Eastman failed to elicit any response, but in reply to an inquiry by Congressman Beiter of Buffalo, he wrote, "Although we do not have complete knowledge of the activities of the New York State Association of Architects, I am inclined to believe that the officers and directors of the Association will probably consider that it is not necessary to hold a convention." Mr. Eastman enclosed a copy of the June 19th press release requesting postponement of all conventions.

MEETING OF MEMBERS AND OF BOARD OF DIRECTORS. In lieu of the convention there will be an open meeting of the Board in New York City in October, which all members are urged to attend. An interesting program will be arranged around the theme "The Architect's Place in the World Today," regarding which you will be more completely informed in the next issue.

THE 74th ANNUAL MEETING OF THE A. I. A., just adjourned, was conducted throughout with brisk and business-like efficiency, and with a realistic awareness of the practical problems of the present day as well as of the future.

The appearance on the program of Lieutenant General William S. Knudsen was evidence that more national attention than ever is focussed on the profession. Also present were Senator Elbert Duncan Thomas, Hon. Alfred F. Beiter, Representative from the 41st N. Y. Congressional District, Dal Hitchcock, Chief of the Post War Division of the Bureau of Labor Statistics, Guy E. Greer of the Federal Reserve System, and last but not by any means least, Mayor Jeffrys of Detroit, who welcomed the 300 delegates and guests in person. The Mayor assured all present that he knew architects to be sober and peace-loving fellows but, nevertheless, should anyone get into any trouble in Detroit, he would guarantee personally to get him out!

Resolutions were passed urging uniform qualifications for registration; uniform building codes regarding strength of materials and provisions for safety; a long range public relations program; immediate steps towards a post war planning program.

The By-Laws were adopted substantially as printed in the May *Octagon*, except that the proposed new membership class of "Institute Associate" was voted down.

This Chapter was represented by 14 members, through whose efforts the clause regarding architects' commissions, contained in the Schedule of Charges, was deleted. See *Octagon* for May, p. 52.

Among the honors given were 2 Honorary Memberships and 12 Fellowships, one of the latter being awarded to Electus D. Litchfield of our Chapter. A special Institute medal, the first of its kind, bronze embossed upon a steel ingot, was presented to Albert Kahn in recognition of his contribution to the war effort.

It was on the occasion of this presentation at the Annual Banquet, at which 400 were present, that General Knudsen addressed the architects in the dramatic setting of a general blackout.

—From *The Oculus*, of The New York Chapter.

ANNUAL CONFERENCE OF STATE ASSOCIATIONS. This was held on Monday preceding the opening of the Institute meeting. Presiding was our own Matthew W. DelGaudio in his capacity as member of the A. I. A. Board of Directors representing the State Associations. Fourteen of the state societies were represented. The meeting featured a report of the current status of the associations, Charles Ellis reporting for New York State; discussion of a publicity program with William Lescaze playing the leading role; and a statement of policy with regard to Institute membership. Many of the resolutions adopted were presented to the Institute convention as resolutions of the Conference and were adopted by the Convention. Accredited delegates of the New York State Association to both the Conference and the Institute Convention were Charles Ellis, Sidney Strauss, John T. Briggs, Albert Rumschik, Adolph Goldberg, Maxwell Cantor, John J. Carroll, Robert Teichman, Samuel Hertz, William Lescaze, M. W. DelGaudio, Kenneth Reid, and James Wm. Kideney.

TWO STANDOUTS. Unmentioned in the *Oculus* report were two events of the Convention which impressed this observer as most important. First was the adoption by the Convention of a resolution that membership in the American Institute of Architects was open to all architects of good repute who desired to observe the Standards of Practice. The exact wording is not at hand at this moment, but the intent of the sponsors was clearly to remove (and refute) any feeling that the Institute did not desire to be truly representative of the entire profession. Equally important, especially as the action of the Convention was prompted by the same spirit, was the defeat of a proposal to establish an Associate class of Institute membership. The argument was advanced that there was need for an intermediate class of membership for the men, who though possessed of all the qualifications for Institute membership (see above) were not yet ready to assume full Institute membership. Opponents of the measure argued that if the requirements for Associate membership were to be the same as for corporate members and to be limited to three years, then the only difference would be in the ability to assume payments of full Institute dues, and that ample provision now existed for handling that phase. The proposal was defeated. As an alternative, Frederick Woodbridge proposed that dues for new corporate members be established at five, ten, ten and fifteen dollars for the first four years respectively, reaching full corporate membership dues in the fifth year. This resolution was adopted.

J. W. KIDENEY.

AMONG THE CONSTITUENTS

by Sidney L. Strauss

NEW YORK SOCIETY

Summer recess is now in effect, so that the gathering of interesting topics is quite difficult with the members becoming more and more decentralized.

Many members have taken positions out of the City and are doing their bit in this tremendous war effort.

The New York Society sent a delegation of five, consisting of Messrs. Teichman, Briggs, Carroll, Hurtz, and Strauss to the State Association Conference of the A. I. A., in Detroit and all, under the leadership of "Jim" Kideney, worked most diligently.

NEW YORK CHAPTER, A. I. A.

Headed by Edgar Williams a delegation of fourteen members of this Chapter attended the annual meeting of the Institute in Detroit.

The entire delegation was most active in Institute matters and the consensus was that the meeting had produced splendid results.

The July meeting of the Chapter was attended by a goodly number and some of the Committees rendered reports and "goings-on" at the Annual Institute Meeting.

A policy has been adopted whereby the membership committee, under the chairmanship of Lawrence Bottomley, are making every effort to increase our membership rolls.

WESTCHESTER SOCIETY

Too bad but the annual clambake is off this year but "war is war."

A great many members of this Society are in different parts of the country and now and then we get word from them and they all seem to be doing quite well.

The summer vacation period does not afford very much news but we are plugging and hope that our first fall meeting will bring forth some new idea (how to get a job!)

QUEENS SOCIETY

The Summer lull is on, so that both news and work are scarce.

Through the efforts of Raymond Irrera, the president, the members are taking a course in reinforcing concrete design given by Mr. Rogers of the Portland Cement Association.

"Si" Heller, past president and secretary, has now joined up and is a Chief Petty Officer in the Navy. Good luck to him!

EMPIRE STATE ARCHITECT

BROOKLYN SOCIETY

Our energetic president "Al" Lama is most busy these days in his concerted effort toward his goal "Member of New York State Assembly." Best wishes for his success!

"Max" Cantor represented this Society at the State Association Conference in Detroit and as is always his happy faculty did a splendid job.

BROOKLYN CHAPTER A. I. A.

Our president, "Joe" Mathieu has now taken himself a man's size job in the war effort and we all wish him well. Fortunately "Joe's" task will not interfere with his duties as president of the Chapter.

The Chapter was represented at the Annual Institute Meeting by Olive Tjaden, Adolph Goldberg, Piers Brookfield.

The feminine member of the delegation was very much in demand and as per usual it is believed that she did well.

There are no meetings of the Chapter until September when the boys again will dig in.

BRONX SOCIETY

The 1942 Dinner-Meeting was held on June 29th, 1942 at Parkway Inn, East 233rd Street and Bronx Boulevard. Chairman of the entertainment Committee, Bill Koch, as usual, did a "swell" job.

Sid Strauss promised to attend, but due to recuperating from his strenuous labors of night sessions at the A. I. A. Convention, wired that he be excused.

Secretary, Sam A. Hertz gave the members a brief report of the discussions of the National Conference of State Associations of Architects held at the Statler Hotel, Detroit, on June 22, 1942, which was enjoyed by all present.

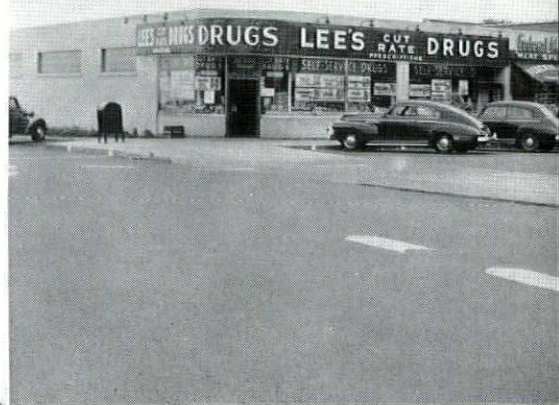
Editor's Note: What has happened to all those up-state Societies in coming forward with some bits of news? Perhaps it is the tremendous amount of work that is going on up-state that keeps all occupied. We would like to hear some of the gossip.

Wouldn't it be well for all the constituent organizations of the State Association to submit a complete list of their members now serving with the Armed Forces so that we can get in a boost for them all?



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N. Y. consists of two building

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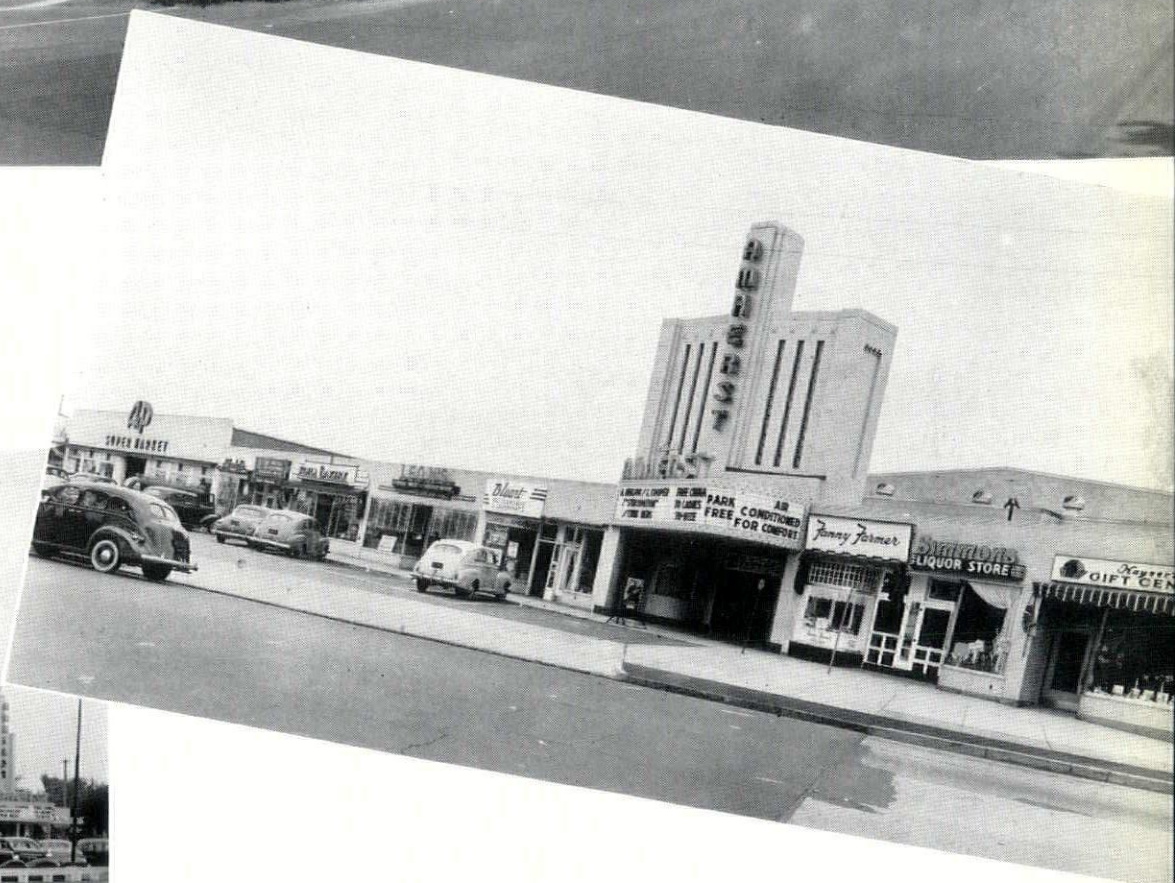
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the areas used for parking to



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ARE WE PREPARED TO CAMOUFLAGE AMERICA'S STRATEGIC BUILDINGS?

By H. L. GEDDES

This question is being raised throughout the nation by leading architects and engineers. In the following article, Mr. H. L. Geddes of James H. Rhodes & Company, of Chicago, Ill. and Long Island City, N. Y., tells about meeting the problem of supplying camouflage materials for huge projects on both coasts.

With the realization as to the possibility of bombings on American soil, the question, "Is America prepared to camouflage?" becomes gravely important. Will our camouflage needs be another case of — too little, too late — or will our highly vulnerable coastal buildings be camouflaged in such a way that enemy planes will find it difficult to detect their existence.

Before large scale projects can be undertaken, the camouflager must approach the structure or area to be disguised with thorough planning as to: patterns, planting, immediate surroundings and climate conditions. It is important, therefore, that those not skilled in camouflage technique seek the assistance and advice of personnel trained in such work. It has been proven that no camouflage at all is better than camouflage that is poorly constructed of inadequate materials.

Before a bombing expedition is undertaken, preliminary photographs, maps and diagrams are thoroughly studied to acquaint the bombardier with the objective and its approaches. It is our job to confuse him as much as possible by removing landmarks, building new ones and erecting protective ceiling over strategic buildings.

Great Britain has found through experience that Steel Wool is most suitable for overhead suspension nettings. This material is painted in various dull colors to blend with surrounding areas. A special infra-red reflecting baked-on enamel that defies infra-red photography or visual detection is used. Our plant in London has been working for two years, producing Steel Wool used in the camouflage of important British objects.

Steel Wool also is manufactured in reels of continuous ribbons that can be easily handled. Its advantage is that it may be draped over land marks, chimneys, walls and small buildings, to resemble bushes, grass, trees, etc. After a careful analysis of American and European methods and materials, we decided to produce three other types of camouflage material, in addition to Steel Wool. These are:

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Now that the demand is here — the material is ready — architects and engineers are equipped with the most reliable camouflage knowledge possible — so "too little, too late" shall never be said about America's preparedness to camouflage.

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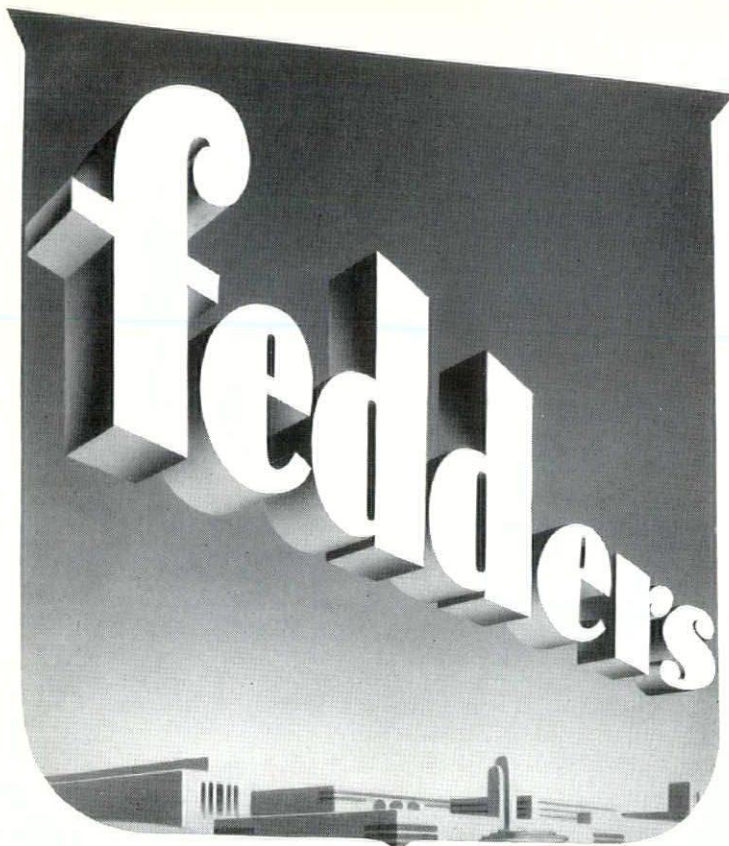
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SLAGBLOK

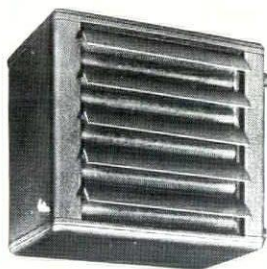
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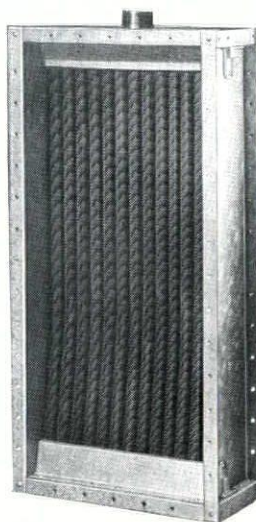
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IMPORTANT TO THE PROFESSION

Time Magazine in its August 3rd issue carried on the inside back cover an advertisement of the *American Brass Company* explaining the vision of the architect. Every architect should note the text of this advertisement and write the manufacturer *at once* expressing approval. Remember that one thousand letters will prompt this advertiser and others using the same agency to again help in putting the architect in his proper sphere.

J. W. K.

Announcing the Publication of A Revised and Enlarged 1942 Edition of THE AIA STANDARD FILING SYSTEM AND ALPHABETICAL INDEX

(AIA Document No. 172)

Architects, Engineers, Landscape Architects, Contractors, Material Producers and Dealers, and others who desire to file for future reference catalogs, clippings, technical and other data referring to the materials, appliances and equipment employed in (construction in its various branches and related activities will be interested in) the announcement of the publication of a revised and enlarged 1942 edition of the AIA STANDARD FILING SYSTEM AND ALPHABETICAL INDEX.

The rapid and continuing changes in the field of construction material, etc., call for the review and revision, from time to time, of the classifications and file numbers of the Standard Filing System and many changes and amplifications have been included in the 1942 edition to render this well known filing system responsive to current filing requirements.

To facilitate the locating of file numbers, for material not previously premarked with the appropriate AIA File Number, the Alphabetical Index of classifications has been materially expanded.

An increasing number of the producers of building materials, appliances and equipment are pre-marking their descriptive literature with the applicable AIA File Number and reference should be made to the 1942 edition for the purpose of insuring the accuracy of file numbers for use in pre-marking such literature.

Those using the Standard Filing System for filing purposes should check file classifications and numbers with the new edition.

While the new edition has been materially expanded and improved in format the price has not been increased and copies may be obtained from The American Institute of Architects, 1741 New York Avenue, Washington, D. C., at \$1.00 each, postage paid.

THE DEPARTMENT OF TECHNICAL SERVICES, AIA

Theodore Irving Coe, Technical Secretary.
July 6, 1942.

MOVING?

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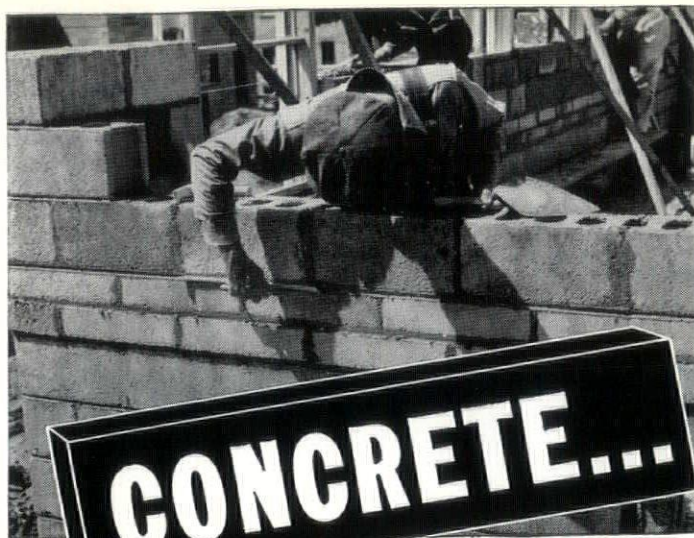
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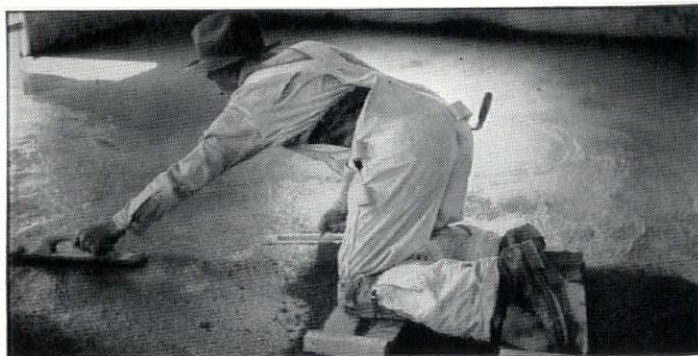
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